

# Customer Service Officer / Service Quality Analyst

## Technology solutions impacting this job...



Smart Lockers

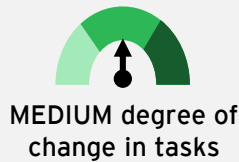


Round-the-clock customer service via Virtual Assistants



Optimised Documentation

## Impact assessment...



A small proportion of the job tasks will be substituted by technology solutions, with human intervention required only for high value-adding tasks instead of routine, repetitive tasks

*Within **3 to 5 years**, the role will potentially...*

**REQUIRE REDESIGN**

**Today**, this job role is responsible for assembling data, analysing processes and systems, identifying gaps and improvement areas. This includes handling complex service recoveries and assisting in developing plans to improve quality of logistics services.

Job tasks today	Impact at task-level / Future view of job tasks	
Understand customer processes and needs	M	<ul style="list-style-type: none"> <li>Predictive analytics, through data mining and predictive modelling, will provide insights and trends on customer needs and logistics processes. Focus will be on implementing appropriate solutions to address customer queries based on sales and/or customer knowledge.</li> </ul>
Analyse trends, dynamics and market movements to grow businesses	M	<ul style="list-style-type: none"> <li>Customer analytics and big data, using a vast array of datasets, will be used to generate insights on market trends and business development opportunities.</li> <li>The job holder will be tasked with making sense of prevalent trends, dynamics and market movements to recommend potential solutions to grow the business within the assigned vertical.</li> </ul>
Document and understand process improvements	M	<ul style="list-style-type: none"> <li>Optimised documentation solutions will be used to create digital records and replace paper-based documentation. The job holder will be tasked with performing workflow analysis and data visualisation for mapping of the customers' logistics processes and support in identification of gaps and improvement opportunities.</li> </ul>
In the next <b>3 - 5</b> years...	This role will transform from a manual research intensive role to an <b>increased focus on data storytelling and visualisation</b> to present trends, patterns and insights on customer processes and needs, market trends and process improvement opportunities to drive specific business outcomes.	

## Emerging skills

There will be more focus on analysing data to assess gaps and recommend improvements to customer processes, operations and technologies.

- Process Improvement and Optimisation
- Artificial Intelligence Application
- Data Storytelling and Visualisation
- Technology Application
- User Experience Design
- Customer Behaviour Analysis
- Knowledge Management
- Complex Problem Solving
- Critical Thinking
- Lateral Thinking